

FIG. 1

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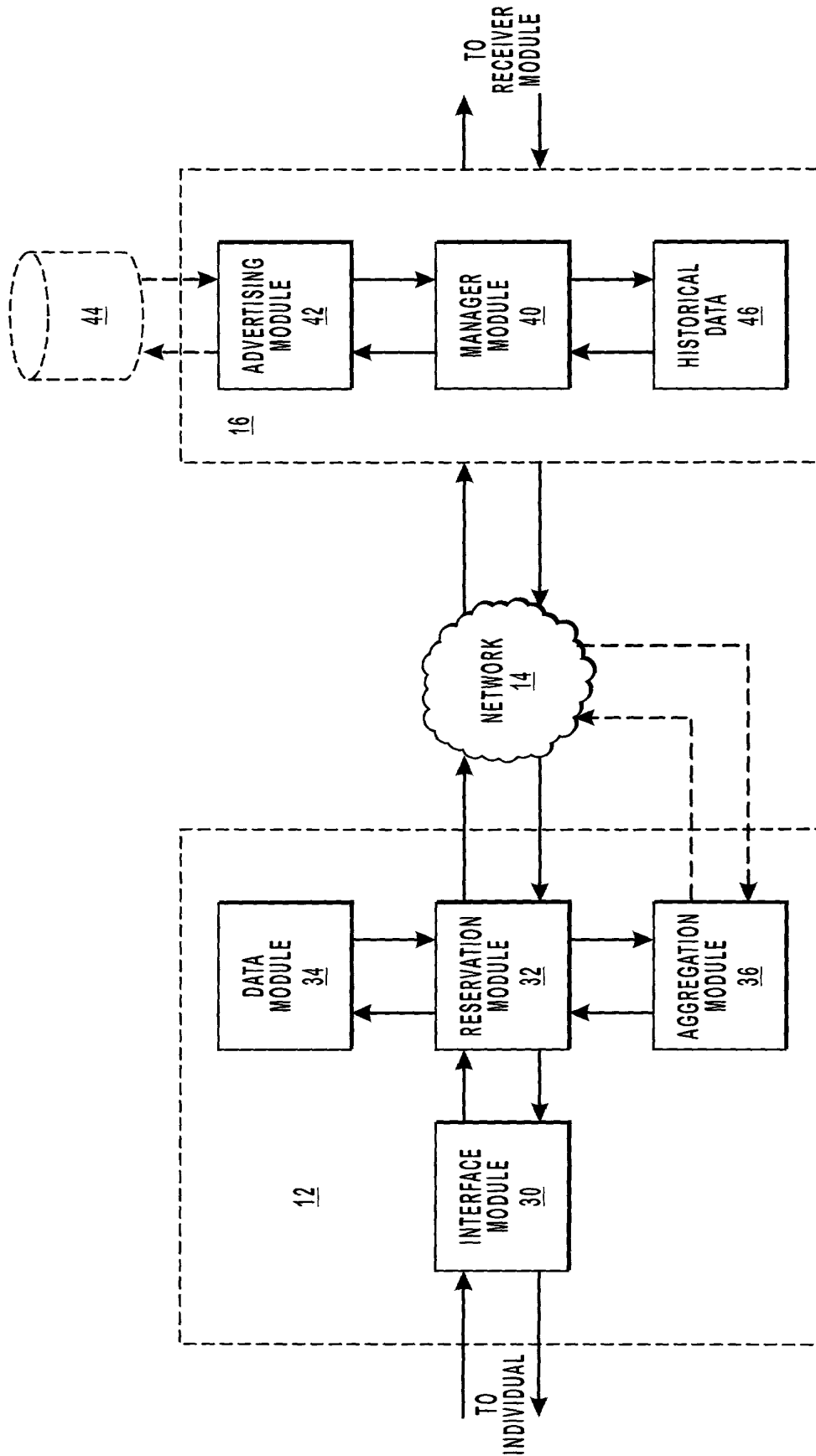


FIG. 2

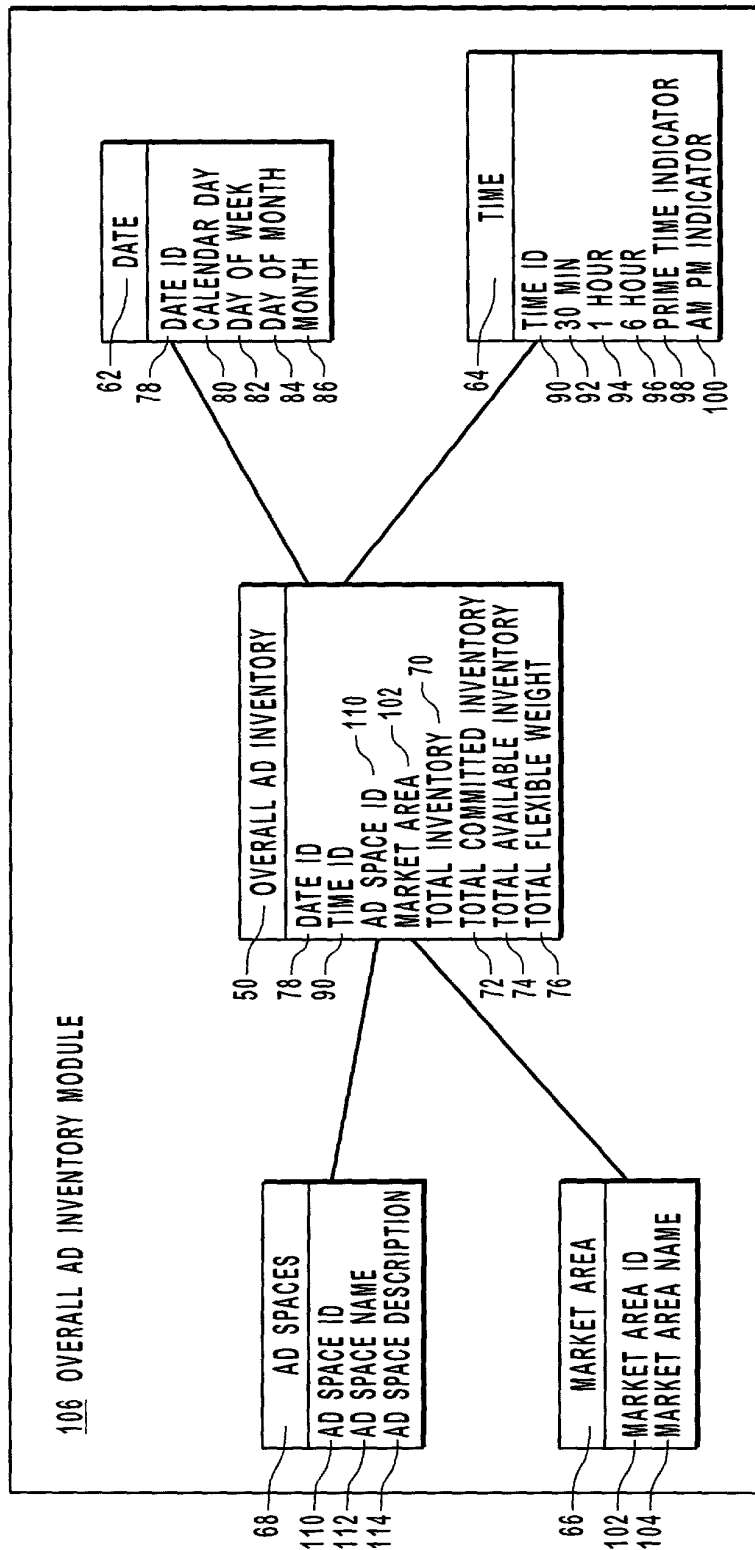


FIG. 3

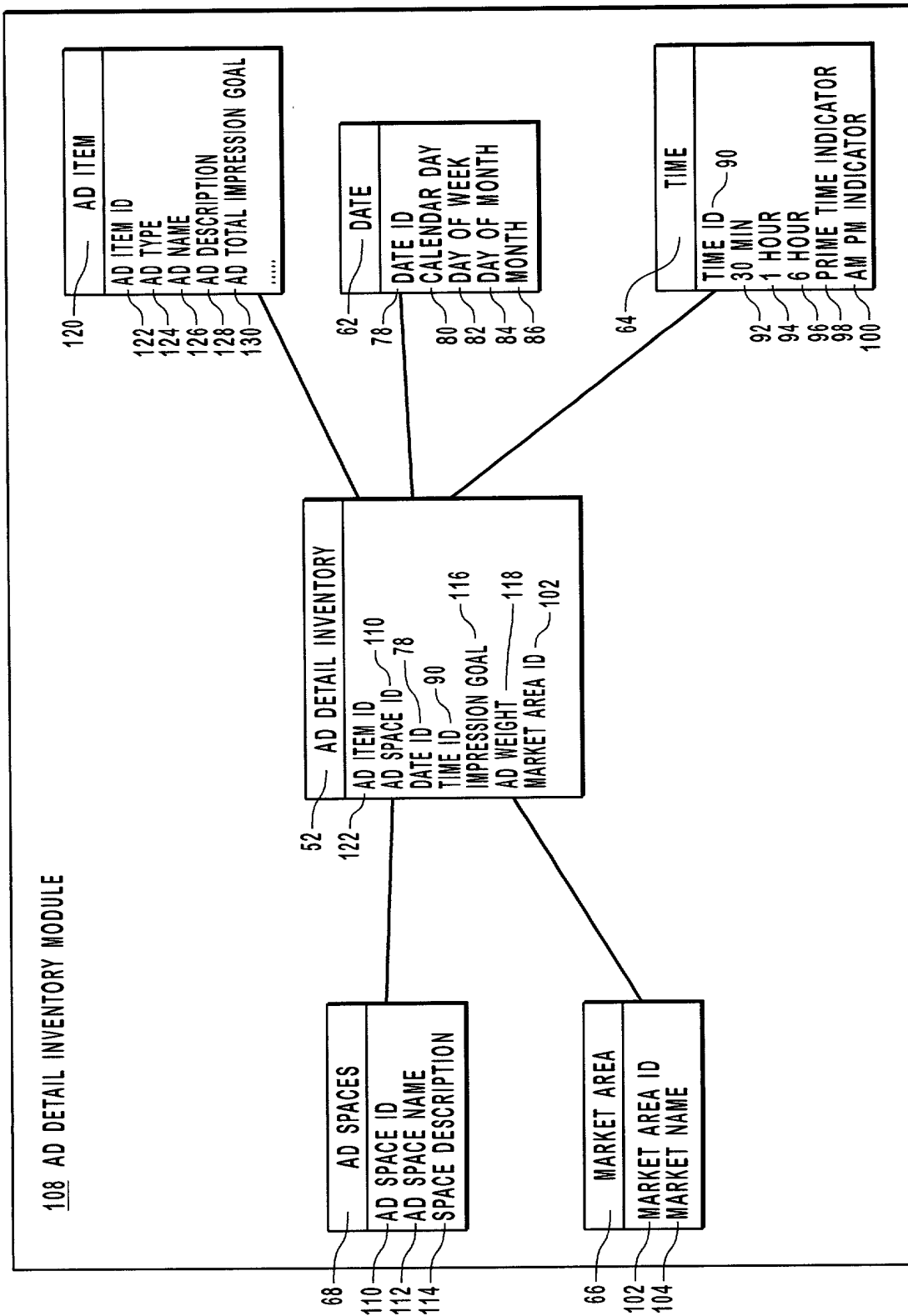


FIG. 4

FIG. 5

AD PLANNING PROTOTYPE:

View Inventory (174) Check Availability (176) Book Ad (172)

Start Date: (180) 04/02/2001 End Date: (182) 04/03/2001

From: (184) 18:00 To: (185) 20:00

Available Market Area: (188)

BILLINGS
BILOXI-GULFPORT
BINGHAMTON
BIRMINGHAM (ANN AND TUSC)
BLUEFIELD-BECKLEY-OAK HILL

Selected Market Area: (190)

Boston

Ad Space: (192) All

Go (194)

View Inventory (196)

Date	Total Inventory	Total Committed Inventory	Total Available Inventory	Total Flexible Weight	Total Inventory	Total Committed Inventory
04/02/2001	35	31	4	11	39	0
04/03/2001	25	0	25	100	33	2
Grand Total	60	31	29	48	72	2

Done

FIG. 6

AD PLANNING PROTOTYPE:

View Inventory 174 Check Availability 172 Book Ad 178

Start Date: 04/02/2001 180 End Date: 04/03/2001 176

From: 18:00 184 To: 20:00 185

Available Market Area:

BILLINGS
BILOXI-GULFPORT
BINGHAMTON
BIRMINGHAM (ANN AND TUSC)
BLUEFIELD-BECKLEY-OAK HILL

Selected Market Area:

Boston

Ad Space: All 192 Ad Type: Committed 190

Impression Goal: 100 202 Computed Ad Weight: 0.757575 206

Total Inventory: 132 204

Go 194

View Inventory 204

Market Area: Ad Space: 210

BOSTON All Page Group 214

Time 1 Hour Time 218

Date	Total Inventory	Total Available Inventory	Requested Inventory	Total Inventory	Requested Inventory	Total Available Inventory	Grand Total
04/02/2001	35	4	23	39	26	74	43
04/03/2001	25	25	17	33	22	58	56
Grand Total	60	29	40	72	40	132	99

Done 222 227a 224 227b 226 227c 228a 228b

Internet 228b

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FIG. 7

Back Home Search Favorites History Address <http://localhost/adtool/default.asp> Go

AD PLANNING PROTOTYPE:

View Inventory 174 Check Availability 172 Book Ad 178

Start Date: 04/02/2001 180 End Date: 04/03/2001 176
From: 18:00 184 To: 20:00 185

Available Market Area: 190
Selected Market Area: 196

BILLINGS
BILOXI-GULFPORT
BINGHAMTON
BIRMINGHAM (ANN AND
BLUEFIELD-BECKLEY-OR

Ad Space: All 192 Ad Type: Committed 200
Impression Goal: 100 202 Total Inventory: 132 204
Computed Ad Weight: 0.757575 206

Go 194

View Inventory

Market Area: All Page Group: 210
BOSTON 214

Time 1 Hour Time 218

Date	Total Inventory	Total Available Inventory	Requested Inventory	Total Inventory	Requested Inventory	Total Available Inventory	Total Inventory	Total Available Inventory
04/02/2001	35	4	23	39	26	39	74	43
04/03/2001	25	25	17	33	22	31	58	56
Grand Total	60	29	40	72	40	70	132	99

Grand Total 220

Done 222 227a 224 227b 226 227c 228a 228b Internet 228b

Some of your request inventory exceed total inventory, Do You still want continue?

OK Cancel Adjust Campaign

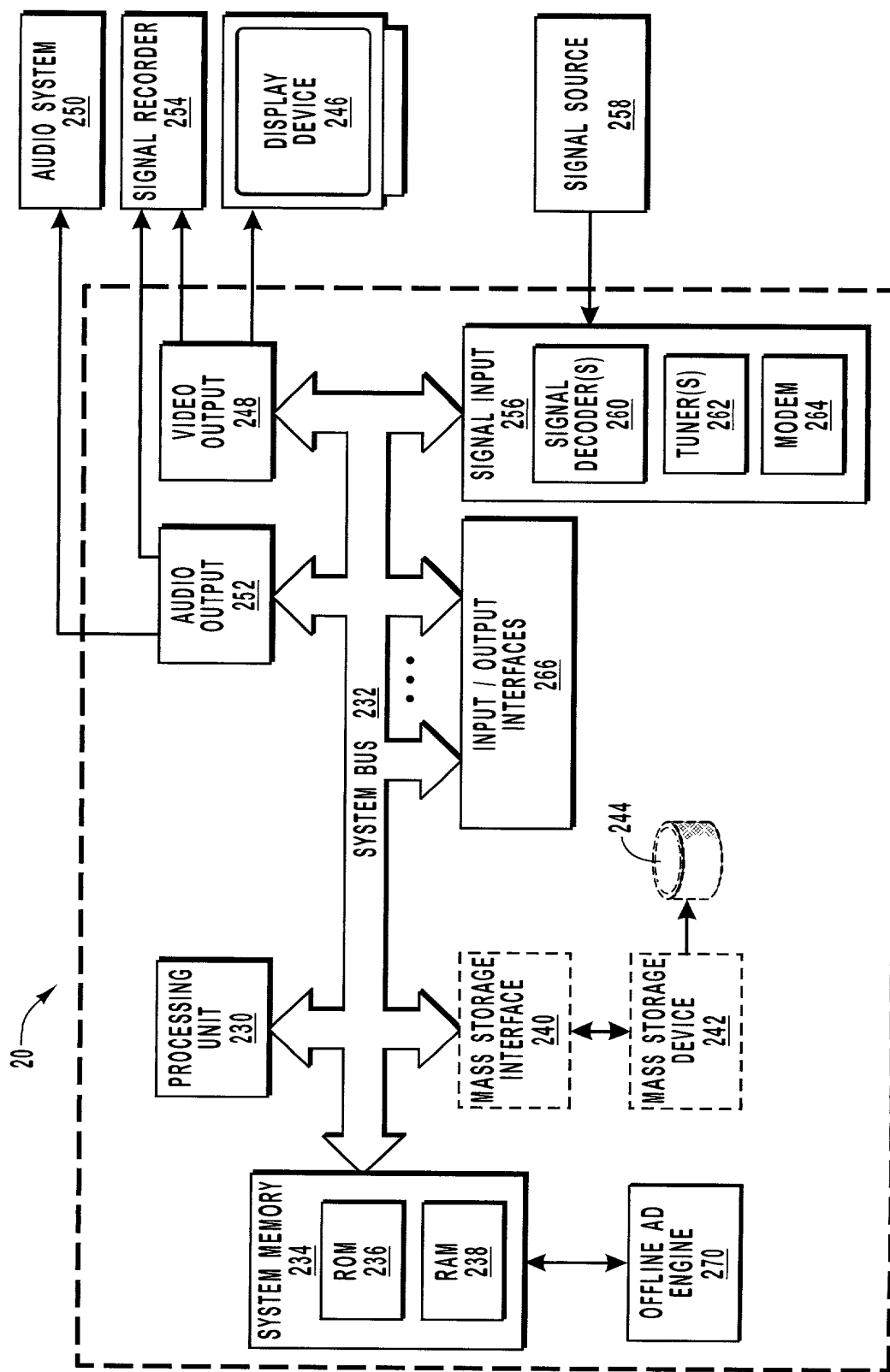


FIG. 8

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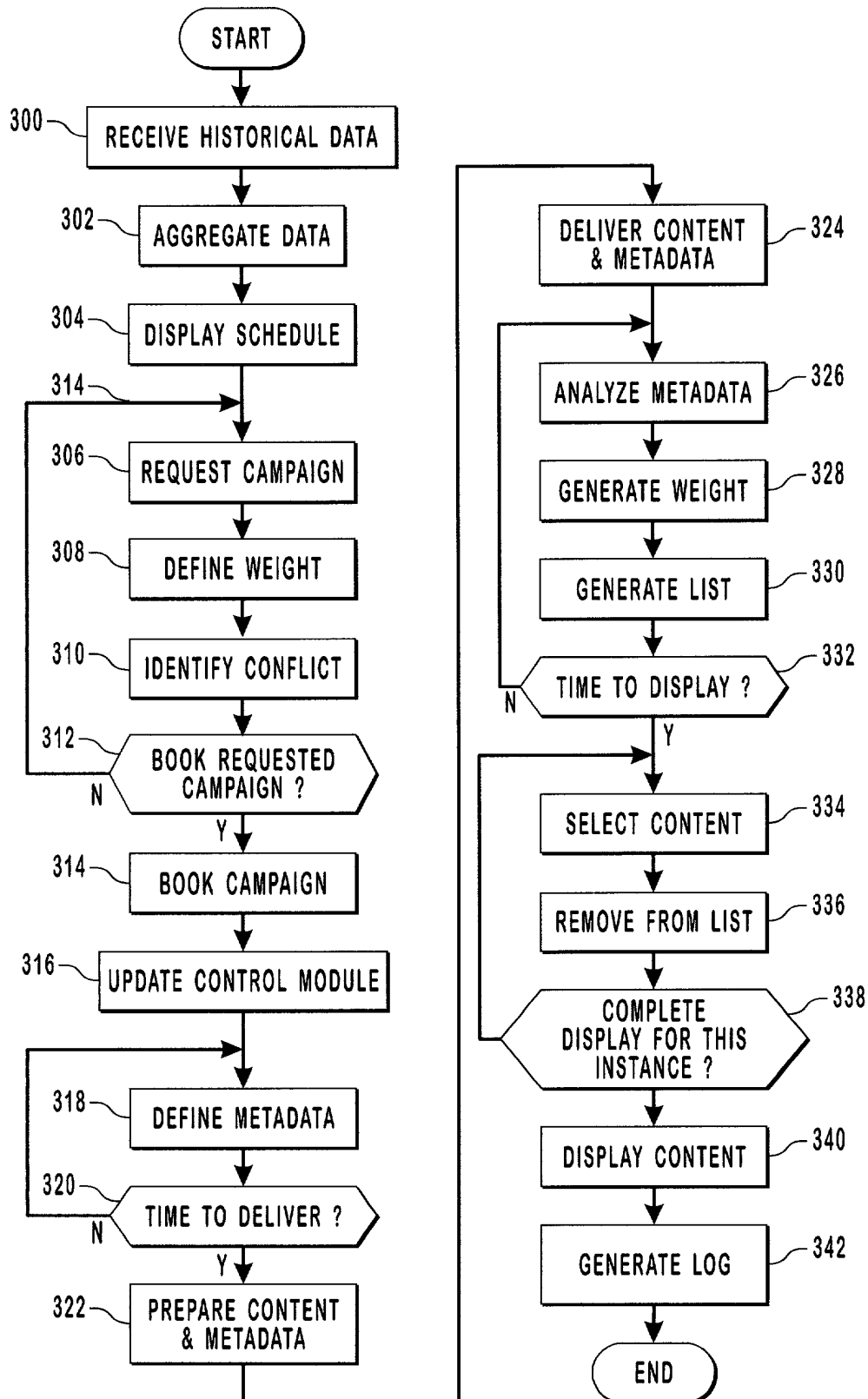


FIG. 9